

# Tobacco Packaging in the Netherlands

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## Abstracts

Intensified pressure on smoking in the Netherlands, coupled with further increases in excise duty, means an unfavourable environment for tobacco manufacturers. The Dutch government remains committed to curbing the smoking habits of the population by means of restrictions in terms of advertising and distribution. In general, 2014 saw little innovation in terms of packaging. Cigarette manufacturers sought to instead attract smokers via formula innovations or marginal cosmetic improvements to...

Euromonitor International's Tobacco Packaging in Netherlands report offers insight into key trends and developments driving packaging across the category.

**Product coverage:** Cigarettes, Cigars, Smokeless Tobacco, Smoking Tobacco.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Tobacco Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Retailers Look for Lighter Weight Packaging To Optimise Logistical and Distribution Costs

Dutch Consumers Choose Large Packaging To Save Money

Glass Packaging Under Pressure

Pouches Valued for Contributing Savings on Distribution Costs

Closures Serve As A Tool To Trigger Attention in Mature Categories

Key Trends and Developments

Adapting Packaging Size and Type Meet the Path Towards Greater Efficiency

Closures Promoted As A Solution for Hygiene, Better Dispensing and Convenience

Private Label Shows Greater Potential for Packaging Improvement

Greater Interest Among Dutch Consumers in 'green' Packaging

Packaging Legislation

Packaging Legislation Falls Under the 'warenwet' the Dutch Eu-based Framework

Waste Directive Enforced Under EU Legislation

Local Municipalities Regulate Collection

Short Lived Packaging Tax

Recycling and the Environment

Citizens Responsible for Recycling

Plastic Heroes Campaign and New Collection Scheme in 2014

Recycling Highest in Glass and Metal

Table 1 Overview of Packaging Recycling and Recovery in Netherlands 2013 and Targets for 2015

Packaging Design and Labelling

Labelling Requirements

EU Revision

Country of Origin

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